

For Immediate Release

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**SJH Elmer Hospital earns international award as a
Baby-Friendly® birth facility**

The first in New Jersey & Delaware Valley to earn this prestigious recognition

Vineland, NJ (April 3) – South Jersey Healthcare Elmer Hospital has been awarded with the international recognition as a Baby-Friendly® birth facility. The MaternityCare team at Elmer is the first in New Jersey as well as the Delaware Valley to earn this prestigious award.

The designation is awarded by Baby-Friendly, USA, an accrediting body that implements the United Nation's Children's Fund (UNICEF) and World Health Organization (WHO) Baby-Friendly Hospital Initiative to encourage and recognize hospitals and birthing centers that offer an optimal level of care for infant feeding.

“The Baby-Friendly® award is a demonstration of South Jersey Healthcare’s commitment to adopting new procedures that lead to improved health outcomes for infants and mothers in our community,” said Robin Taylor, BSN, RN-BC, Nurse Manager of SJH Elmer MaternityCare. “We are extremely proud of our team of physicians, midwives and nurses for the great work they do and the positive impact they have on the health of our region’s families.”

To be considered for the Baby-Friendly designation, South Jersey Healthcare demonstrated successful integration of Baby-Friendly's "Ten Steps to Successful Breastfeeding" into the nutritional education and support of mothers and newborns.

“Congratulation to South Jersey Healthcare Elmer Hospital on becoming New Jersey’s first Baby-Friendly designated hospital,” said Health and Senior Services Commissioner Mary E. O’Dowd.

“There are many health benefits associated with exclusive breastfeeding for both mother and child. Hospitals play a critical role in increasing the initiation and duration of exclusive breastfeeding and I am proud that Elmer Hospital is focused on giving our state’s infants a healthy start in life.”

For more information about South Jersey Healthcare and the maternity services available at SJH Elmer Hospital and SJH Regional Medical Center, visit www.SJHealthcare.net/maternity-services.

SJH is a nonprofit, integrated health care system, providing access to a continuum of health services. SJH provides hospital services, numerous community health clinics, home health services, and specialty services, which serve the medical and health care needs of Southern New Jersey residents. Please visit www.sjhealthcare.net to learn more.

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